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**City of Salisbury and Rowan County to Partner for Second Year to Provide Salisbury-Rowan READS! FREE Book Giveaway**

*Mayor Susan Kluttz and Commission Chair Carl Ford Host Mayors Meeting to Discuss Upcoming Five-Week Summer Program to Promote Reading to Children*

Salisbury, NC \_May 16, 2010 – Salisbury Mayor Susan Kluttz and Rowan County Commission Chair Carl Ford met with Rowan County Mayors on Friday to discuss details of the upcoming 2010 Salisbury-Rowan READS! Free Book Giveaway program. Representatives from the Rowan Salisbury School System, The Rowan Public Library, and Smart Start Rowan were also present. Mayors and municipal leaders in attendance reported tentative plans and details associated with their respective week of hosting the summer reading program. This year's program will again be funded by the City of Salisbury and Rowan County and marks the second year of the learning initiative and free book giveaway. Due to the overwhelming success of the 2009 program, municipal leaders agreed to join forces and implement the program for a second straight summer.

Salisbury-Rowan READS! will take place on Wednesday evenings from 5 pm to 7 pm and travels to a different location throughout Rowan County each week. The five-week initiative kicks-off in mid-July with the summer-time schedule as follows:

July 14	Rowan Public Library (RPL)	201 West Fisher Street, Salisbury
July 21	East Branch RPL	110 Broad Street, Rockwell
July 28	Spencer Library Park	Fourth Street, Spencer
August 4	Frank T. Tadlock South Branch RPL	920 Kimball Road, China Grove
August 11	Cleveland Elementary School	107 School Street, Cleveland

The purpose of the program is to promote reading to children, encourage children to obtain a free library card, and to provide a free book to all children in attendance each week. For faster check-in during registration, children already in possession of library cards should bring these to the event. Each week, events will offer free refreshments and giveaways, story time by local government leaders, emergency service vehicle displays, games for children, and exciting door prizes. A complete Nintendo Wii System will be given away each week as a grand prize.

Municipalities participating in the Salisbury-Rowan READS! Program will proclaim the July 14 – August 11 observance publicly during their respective municipal meetings. Proclamations are currently being prepared and will be offered in the coming weeks.

Mayor Susan Kluttz, speaking on behalf of the Salisbury City Council shares, "The City of Salisbury is proud to once again partner with Rowan County to fund this program as together we promote reading to children. A love for reading is truly one of the greatest gifts a child can receive. Reading to a child strengthens the emotional bond between a parent and a child and allows children to learn more about the world in which we live."

Kluttz offers that support from local municipal leaders remains outstanding. "The enthusiasm and support from our local government leaders has been amazing. The towns of China Grove, Cleveland, East Spencer, Faith, Granite Quarry, Landis, Rockwell, and Spencer, along with the City of Kannapolis, have pledged their continued support on behalf of our children. Each municipality is planning their own unique weekly program this year and we are excited about the addition of local flavor to each of these events. Together, we hope to assist in raising youth self-esteem, strengthening family bonds, and promoting school achievement through the encouragement of reading. I am truly proud of our local government officials and their relentless dedication to all children throughout Rowan County." The Mayor also acknowledges the exceptional support that has been received from Dr. Judy Grissom, Superintendent of the Rowan-Salisbury Schools, Dr. Sarah Hensley, Director of Elementary Education, and Jeff Hall and Suzanne White of the Rowan Public Library.

Parents of Rowan County students are encouraged to be on the look-out for promotional fliers scheduled for book bag distribution in the coming weeks. For questions regarding the 2010 Salisbury Rowan READS! Program, citizens may contact Karen Wilkinson at the City of Salisbury Public Information Office at 704-638-2113.

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